



NOTIFICATION

Sub: Revised syllabus for Ph.D. Coursework in Mass Communication
and Journalism

Ref: Academic Council approval vide agenda No.:ಎಸಿಸಿ:ಶೈ.ಸಾ.ಸ.3:16(2022-23)
dated 15.12.2022

The revised syllabus for Ph.D. Coursework in Mass Communication and Journalism which has been approved by the Academic Council at its meeting held on 15.12.2022 is hereby notified for implementation with effect from the academic year 2021-22 and onwards.


REGISTRAR

To,

1. The Chairman, Dept. of Mass Communication and Journalism, Mangalore University, Mangalagangothri.
2. The Chairman, P.G. BOS in Mass Communication and Journalism, Dept. of Mass Communication and Journalism, Mangalore University, Mangalagangothri.
3. The Registrar (Evaluation), Mangalore University, Mangalagangothri.
4. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
5. The Superintendent (ACC), O/o the Registrar, Mangalore University.
6. Guard File.

MANGALORE UNIVERSITY
SCHEME OF EXAMINATION FOR PH.D. COURSE WORK
JOURNALISM AND MASS COMMUNICATION

Course	Particulars	Hours of Instruction per week	Duration of Exam (hrs.)	Marks			
				IA	Theory	Total	Credits
Course 1	Research Methodology	4	3	30	70	100	4
Course 2	Research and Publication Ethics (RPE)	2	3	30	70	100	2
Course 3	Review of Literature	14	-	-	-	150	6
	Review report Viva		-	-	-	50	2
Total						400	14



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Paper – I Research Methodology

Hours of Instructions in a Week: 4

Assessment:

Theory Marks	:	70	(Duration of Exam: 3 hrs)
Internal Assessment	:	30	(Test : 10 Marks
			Assignment : 10 Marks
			Seminar : 10 Marks)
Total	:	100	

Unit – I

Research – Definition, Concept, Scope, types of Research, origin and development of Media Research, Research procedures, Communication research in print, electronic, advertising and public relations.

Unit – II

Elements of Research – types of variables, levels of measurement – Nominal, Ordinal and Interval level, Scaling Techniques – Liker Scale, Thurston Scale, Guttman, Semantic differential scales.

Unit – III

Selection of research topic, developing research proposal, review of literature, search engines, e – research.

Unit – IV

Research approaches – experimental method, Scientific method, Survey research, Content Analysis, Observation, Focus Groups, Historical, Descriptive research, Qualitative and Quantitative analysis, Case Study.

Data Collection techniques, Construction of Questionnaire, Interview Schedule, Opinion Polls, TRP's.

Unit – V

Sampling techniques - Probability and Non - Probability method, data analysis techniques, Coding, tabulation, use of computer for data analysis – use of SPSS, Statistical applications - Standard Deviation, Chi Square, ANNOVA and t-Test, Writing Research report.

Book for Reference

1. Baymon C & Holloway I. (2011) Qualitative Research Methods in Public Relations and Marketing Communications New York, Routledge.
2. Berger A.A (2002): Media and Communication Research Method: An Introduction to qualitative and quantitative approaches, New Delhi Sage.
3. Bryman Alan (2004) Social Research, Methods, Oxford University Press
4. Johari JC (1988) Introduction to the methods of Social Sciences, Sterling Publishers, New Delhi.
5. Krippendorff. K. (2004): Content Analysis: An Introduction to its methodology, New Delhi Sage.
6. Kumar A, (1997) Social Research Method, Amol Publications Pvt. Ltd New Delhi.
7. Laws Sophie (2007) Research for Development: A Practical guide Vistaar Publications, New Delhi.
8. Laws Sophie (2007) Research for Development: A Practical Guide, New Delhi, Vistaar.
9. Merrigan. G. Hustan C.L (2008): Communication Research Methods, Oxford University Press.
10. Thakur Devendra (2009) Research Methodology in Social Sciences, Deep & Deep Publications.
11. Wimmer D. Roger and Dominick R. Joseph (2010): Mass Media Research: An Introduction, Thomson publications.

Paper II: RESEARCH AND PUBLICATION ETHICS (RPE)

Hours of Instructions in a Week: 2

Assessment:

End-semester Examination:	70Marks (of 3 Hours)
One – Term Paper:	15 Marks
One Seminar:	15 Marks

Course structure:

The course comprise of six modules listed in table below. Each module has 4-5 units.

Modules	Unit Title	Teaching
Theory		
RPE 01	Philosophy and Ethics	3
RPE 02	Scientific Conduct	5
RPE 03	Publication Ethics	7
Practice		
RPE 04	Open Access Publishing	4
RPE 05	Publication Misconduct	4
RPE 06	Databases and Research Metrics	7
	Total	30

01. PHILOSOPHY AND ETHICS (3 hrs.)

1. Introduction to Philosophy: Definition, Nature and Scope, Concept, Branches.
2. Ethics: Definition, Moral Philosophy, Nature of Moral Judgments and Reactions.

02. SCIENTIFIC CONDUCT (5 hrs.)

1. Ethics with respect to science and research
2. Intellectual honesty and research integrity
3. Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP)

4. Redundant publications: duplicate and overlapping publications, salami slicing
5. Selective reporting and misrepresentation of data

03. PUBLICATION ETHICS (7 hrs.)

1. Publication ethics: Definition, Introduction and Importance
2. Best practices / standards setting initiatives and guidance: COPE, WAME, etc
3. Conflicts of interest
4. Publication misconduct: Definition, Concept, Problems that lead to unethical behavior and vice versa, Types.
5. Violation of publication ethics, authorship and contributorship
6. Identification of publication misconduct, Complaints and appeals
7. Predatory publishers and Journals PRACTICE

04. OPEN ACCESS PUBLISHING (4 hrs.)

1. Open access publications and initiatives
2. SHERPA / ROMEO online resource to check publisher copyright & self-archiving politics
3. Software tool to identify predatory publications developed by SPPU
4. Journal finder / journal suggestion tools viz. JANE, Elsevier Journalfinder, Springer Journal Suggester, etc.

05. PUBLICATION MISCONDUCT (4 hrs.)

A. Group Discussions (2 hrs.)

1. Subject specific ethical issues, FFP, authorship
2. Conflicts of interest
3. Complaints and appeals: examples and fraud from India and abroad

B. Software tools (2 hrs.)

Use of Plagiarism software like Turnitin, Urkund and other open source software tools.

06. DATABASES AND RESEARCH METRICS (7 hrs.)

A. Database (4 hrs.)

1. Indexing databases
2. Citation databases: Web of Science, Scopus, etc.

B. Research Metrics (3 hrs.)

1. Impact Factor of journal as per journal Citation Report, SNIP, SJR, IPP, Cite Score
2. Metrics: h-index, g index, i10 index, altmetrics.

References:

- Bird, A. (2006). Philosophy of Science. Routledge.
- Macintyre, Alasdair (1967) A short History of Ethics. London.
- P. Chaddah, (2018) Ethics in Competitive Research: Do not get scaped; do not get plagiarized, ISBN:978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.
- Resnik, D.B. (2011). What is ethics in research & why is it important. National Institute of Environmental Health Science, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
- Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance (2019), ISBN: 978-81-939482-1-7. [http://www.insaindia.res.in/pdf/Ethics book pdf](http://www.insaindia.res.in/pdf/Ethics%20book%20pdf)

Paper III- Review of Literature

Hours of Instructions in a Week: 3hrs (to be taught by the Guide)

Assessment:

Review Report	:	150 Marks	:	6 Credits
Viva	:	50 Marks	:	2 Credits
Total	:		:	8 (6+2) Credits

1. Survey of relevant literature pertaining to the thrust area of research.
2. Theoretical Developments in the area of research
3. Bibliography to be incorporated to the review report following APA Style

Towards the end of the Ph.D Course work the researcher has undergo a Viva-Voce Exam for 50 Marks.

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